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IT IS A THREE HORSES GAME

P06



DESIRE HD **P18**
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COVER STORY 06



IT IS A THREE HORSES GAME

In 2011, Nokia will get rid of its bureaucratic culture and the large number of employees worldwide in order to cut down unwanted expenditure. This was announced by CEO and President of Nokia, Stephen Elop, in an official ceremony declaring the marriage of Finland based mobile phone Goliath, Nokia and US based software giant, Microsoft.



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■ In 2011, Nokia will get rid of its bureaucratic culture and a large number of employees worldwide in order to cut down unwanted expenditure. This was announced by CEO and President of Nokia, Stephen Elop, in an official ceremony declaring the marriage of Finland based mobile phone Goliath, Nokia and US based software giant, Microsoft.

Crux of his Speech

During his speech, he assured many a times that the primary focus of Nokia will be Windows based WP7 phones from now on. He said that smartphone market is growing very rapidly creating a tremendous competition in every corner of the industry. The entire game has changed, it is the battle of echo system and not the devices anymore.

Nokia is losing its leadership position in the mobilephone market be-

The statement may turn out to be a horrible dream for Nokia

“ Industry analysts are of the view that Nokia looks puzzled as it is going after something which is a playground of others. It has announced to rely upon ad business, location based services, xbox for its future revenues whereas the fact is Microsoft itself is struggling with the ad business, far behind of Google AdSense.”

cause of very undesired elements -- arrogance and bureaucracy. Another cause he mentioned is inability to read the requirements end user both higher as well as lower end and above all the supportive software to meet those requirement. Series 30 and 40 devices are no longer satisfying our customers. Nokia hasn't been able to do wonders in the smartphone domain with its Symbian OS. The company wants to go ahead with MeeGo but since it has not

launched any MeeGo based phone in the market, therefore, Nokia believe it lacks the muscle to fight with already established players, Apple and Google who are too strong to fight with at this stage.

At one point Elop highlighted, “We had two choices, either sit under Google umbrella and become just another mobilephone manufacturer as it is the case with Samsung, HTC and others or join hands with Microsoft

and maintain our identity, we opted the second one though it was a difficult decision”.

He said, “It’s a three horse game now, Nokia-Microsoft association is not just an OEM agreement nor it is a kind of merger, it’s deeper than that. We are going to share our resources to regain our glory. Nokia will share its hardware skills and in return Microsoft will add value through windows operating system, WP7. The next revenue generation will come from location based services, ad business, mobile commerce, entertainment and applications.

Three pillars of our future actions are;

- Regain the leadership in the smartphone market
 - Bring the next billion people on-line by making use of web services
 - Investment in future technologies
- To support his vision, he added, 80% of the world’s population is under mobilephone signals and only 20% of them are using internet on their mobile devices. Nokia wants another 1 billion people to use internet on their mobile devices.

Critics say that Elop’s confession that Nokia is losing its grip over mo-



Stephen Elop, CEO & President, Nokia shaking hands with Steve Ballmer, CEO, Microsoft

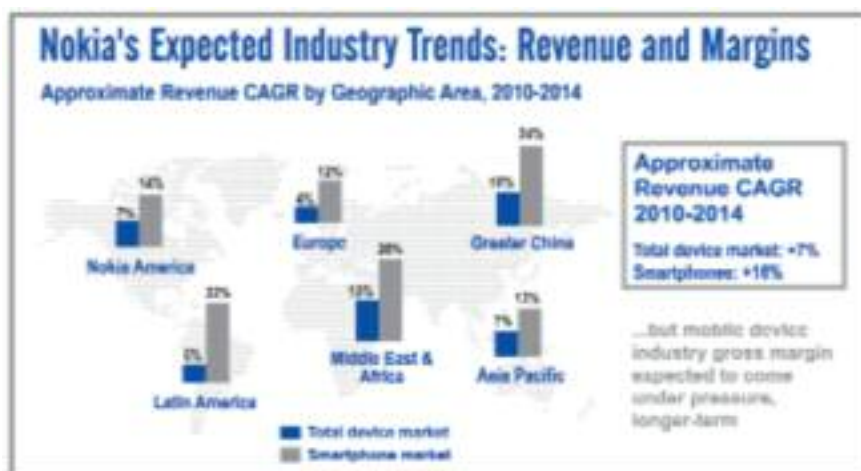
bilephone market has come at a time when many of its open source associates worldwide were expecting Nokia’s support for the open source platform.

Jim Zemlin, head of The Linux Foundation has reportedly said, “The Linux Foundation is disappointed in Nokia’s decision today to choose Microsoft as the primary platform for its

mobile phones. Tough times give birth to difficult decisions that we don’t always agree with, but open source is—at its core—about choice. We believe that open source software is more than a sum of its parts, and the market is currently bearing that out.

The Linux Foundation is here to enable collaboration among its members and the Linux community, and we invite participation in MeeGo [an embedded Linux for smartphones and other devices that was supported by Intel and Nokia] and any of our other many projects and programs.”

“I might add that Nokia is a gold member of the Linux Foundation. Nokia’s been a member of the Foundation since 2007. The Linux Foundation itself had been, and I presume will continue to be a big MeeGo supporter. Nokia’s move to Windows Phone 7 could not have made the Foundation nor its members happy”, he added.



Industry analysts are of the view that Nokia looks puzzled as it is going after something which is already a ball game of others. It has announced to rely upon ad business, location based services, xbox for its future revenues whereas the fact is Microsoft itself is struggling with the ad business, far behind of Google AdSense. As far as location based services are concerned, both of them will never be able to defeat Google in this domain as well.

As it has been announced that Nokia will start reducing its own R&D at the cost of embracing WP7, may

Following the Nokia-Microsoft announcement, Stephen Elop is defending the decision to ditch Nokia's smartphone software in favor of Microsoft's.

Justifying the deal, Elop said that he received number of emails and SMSes from his employees that it was the best decision for Nokia even it meant a massive layoffs.

At the Mobile World Congress cell-phone trade show in Barcelona, Elop told analysts and industry players that apart from the benefits of the alliance that were laid out earlier, Microsoft is

Elop said.

According to Reuters, "If the worst scenario comes true, I think more than 5,000 jobs are under threat in this process," white-collar union Ammatiliitto Pro chairman Antti Rinne told recently".

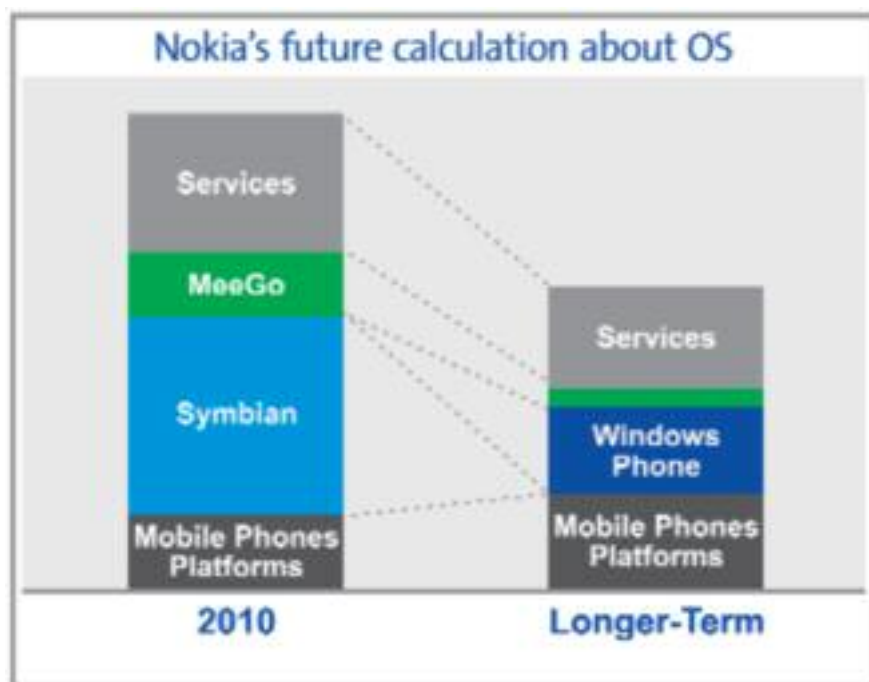
He said "1,500 of those people currently work for Nokia's subcontractors, adding Nokia ought to pay at least 100,000 euros (\$135,000) for each worker in Finland who loses their job".

Caroline Gabriel wrote on rethink-wireless.com, as the dust settled around Nokia's announcement of its alliance with Microsoft, the discussion shifted from strategy to reality - particularly, how quickly would any real results start to shift the market?

Nokia said it was now a "company in transition", for 2011 and 2012, the time it will apparently take to create the promised WP7 knock-out devices that will take on the iPhone, Galaxy S - or whatever superphones and tablets have appeared by 2012. CEO Stephen Elop is known to be impatient at the slow pace of execution within Nokia.

The Symbian^3 strategy started off ambitious, but too much time was taken open sourcing the platform - in the end, a futile gesture - rather than getting products to market. The result was that, when the N8 flagship did appear, it was looking far less stunning than it would have done a year earlier. And of course, interest in the truly innovative MeeGo has been diluted by the failure to launch a single Nokia device in 12 months.

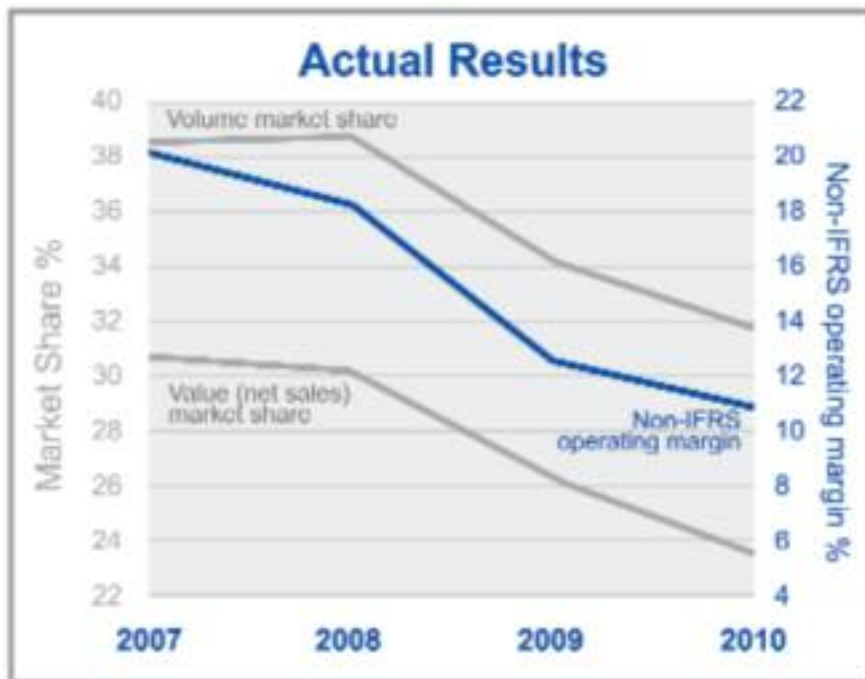
Will Nokia fare better with WP7? Probably, though its new friend's track record on timely product launches is hardly stellar. But much of the latest reorganization of Nokia was geared around speeding its time



turn out to be a worst future plan. Its a world of open source, Windows operating systems are being defeated on every level. Today there are more efficient and reliable alternates to Windows. Mobile phone world is not a desktop computer where home user will remain stuck to Windows based applications. It is a world of freedom that does not have to do anything with patents and proprietorship.

paying Nokia billions of dollars to switch to Windows Phone 7.

Money and in-kind contributions will flow both ways in the deal, Elop reiterated. Nokia will be contributing its Ovi mapping service and will be paying Microsoft royalties for the use of its software, as other manufacturers do. It will save money by not continuing development of its own software. The net benefit is still in the billions,



environment that are unique and therefore differentiate. It's very important to understand this is not a standard OEM agreement. Microsoft is placing a big bet on us."

That flexibility has not been available to other OEMs - HTC was even forced to hide its hugely popular Sense user interface, which ran proudly on Windows Mobile, behind the standard WP7 look and feel, while hardware elements have also been strictly prescribed. HTC, Samsung and LG may demote WP7 now, feeling that Nokia will have a greater chance to differentiate its offerings than they will.

Those dynamics will play out over

to market and making it more streamlined and responsive - even if this came at what may prove a very high price, in effect reverting to being a hardware firm, and placing the web services and software strategy entirely in Microsoft's hands.

But even with a more efficient approach, there will not be a Nokia/WP7 device until 2012, and that means another year when the company will have to tread water on the back of its installed base while it readies the new offerings. The firm said it would not set 2011 targets because of "significant uncertainties" and is now regarding 2011 and 2012 as "transition years". Considering that 2009 and 2010 were also transition years (towards open source Symbian, towards a full web platform, towards MeeGo), this is far too long for any player to remain inactive. Once the transition to its new strategy and partnership with Microsoft is in place after 2012, Nokia says its devices and services revenues will grow faster

“ Nokia is losing its leadership position in the mobilephone market because of very undesired elements, arrogance and bureaucracy. Another cause he mentioned is inability to read the requirements end user ”

than the market and to hit double-digit operating margins again. It's a long time to wait, and will certainly console Google for any disappointment that it did not succeed in getting the world's largest handset maker to adopt Android.

There are risks for Microsoft too, in this long transition. The other WP7 partners may become less interested now that Nokia is on board, especially with very special terms. Both firms were keen to stress that this was not "just an OEM relationship" but something far deeper, and it is clear that Nokia will have extensive license to customize and add to WP7. Elop said: "We have the ability to do customizations and extensions to the software

the coming months, but for now, Nokia has undergone yet another reorganization, to reflect the effective merger of its web services business with Microsoft's.

The separate services and software organizations are gone, and the company returns to being a phonemaker, with two divisions - Smart Devices, led by Jo Harlow, currently SVP of global marketing; and Mobile Phones, led by Mary McDowell, as now.

Good for women, bad for Finns, and former CEO Olli-Pekka Kallasvuo, who formulated the vision of turning Nokia into a web services, rather than a gadget, company, will be horrified. The success of that goal now lies, in effect, in Microsoft's hands. ■



Free Video Calls Mobile To Mobile In Pakistan

■ Yes, it is now possible, if you have a 3G cam (front camera), supported phone then you can utilize this services. This services runs on “VoIP” (Voice over Internet Protocol) technology. Some of you may also recognize this services as MSIP (Multimedia sessions over internet protocol) or VoBB (Voice over Broadband).

Earlier we used to utilize the video chat from computer to computer because it was cheaper way to stay in touch with your distant friends and family members. Now, after the massive development in ISP and Mobile phone sector we can use speedy internet services on our mobiles phones.

By taking advantage of WiFi and smart phone, we can do free video calls from mobile to mobile, We need to have;

■ A smart phone with 3G-camera support

■ WiFi connection with Good internet speed

■ Fring app
(<http://www.fring.com/download/>)

I tried this service on Nokia 5800Xp and Nokia E52. As you know that both

mobile phones have good processors that's why they can give us good sound and video quality however in this case, quality of sound and picture will also depend on your internet speed.

Have a look at the advantages and disadvantages of VOIP

Why VOIP is advantageous

1. Low cost. With broadband Internet connection (DSL or cable), it is easy to make PC-to-PC/Phone calls anywhere in the world for free.

2. Portability. Another excellent feature is portability. Calls can be received and made across the world carrying cheap phone service where broadband connection is available simply by signing in to VOIP account.

3. Features. Unlike regular phone services that usually charge extra for additional features and services, VOIP comes with a host of advanced communication features.

Disadvantages

1. VOIP does not operate in power outages. During a blackout, regular phone services remain functional by the current supplied through the phone line.

2. Emergency 911 calls. Another major concern with VOIP involves emergency calls made. Traditional phone equipments can trace caller's location. Thus, emergency calls are diverted to the nearest call centers where operator can see location in case caller cannot talk.

3. Quality and Reliability. VOIP relies on Internet connection thus VOIP service is expected to be affected by the quality of broadband/DSL Service or the quality of PC equipment that you are using. ■

Entrepreneurship is hard in Pakistan

■ According to a report by All-World Network The Pakistan Fast Growth 25 companies have grown an average of 81% a year for the past three years. They paint Pakistan in a new light, suggesting that Pakistan is a strong country for entrepreneurship.

Combined together, the Pakistan Fast Growth 25 exhibited an 81% annual growth rate between 2007 and 2009 setting the country ahead of 8 countries in the Middle East, Africa and South Asia in growth. These companies (or rather entrepreneur ventures) have created at total of 12,000 jobs and an average total revenue range of \$ 120-600 Million. It is worth mentioning that the era of 2007-09 was that of international economical down gradation and given the circumstances of security and price hikes, these companies have indeed carried the flame of economic stability in Pakistan alive though meagerly flickering.

Eight out of the 25 belong to the "High Tech and Telecommunications Industry" with an average total revenue generation of \$ 17-85 million and a total of 3,200 jobs. The 2nd company in the list of 25 is Nayatel, with an annual growth rate of 1076% and the 3rd in the race is Advanced Research Projects & Technologies with an annual growth rate of 699% both of which belong to the "High Tech and Telecommunications Industry".

This all brings to the question of prime importance: Do all of these facts



really indicate Pakistan as favorable for entrepreneurship?

Given the current scenario of economics in Pakistan this seems an unlikely affair. Starting a new business is by no means an easy job especially given the fact that cost of operations is a giant ogre willing to consume up the fervor that arises with inception of an idea. Furthermore to aggravate the situation entrepreneurs in case of "High-Tech and Telecommunications Industry", entrepreneurs are not trained in economics or management and tend to fail in their endeavors. The government "Red Tape" procedure is another thorn in the eye.

Despite all these unfavorable circumstances one cannot help but notice the merits an entrepreneur venture has on the entire market. With the job market currently filled to the brim with professionals and more engineers being manufactured every year, there seems to lay a solution to some of the problems of Pakistan whereby new graduating engineers can be accommodated. Entrepreneurship creates job opportunities and contributes in the economic stability, which, given the current state of affairs is the greatest someone can give to the country.

In answer to my previous question: No, the circumstances in the country are not much favorable for entrepreneurship.

But the situation can be improved with the help of educational and professional institutes like Technology Incubation Centre (TIC) by National University of Sciences and Technology where professionals help entrepreneurs build up their businesses providing them loan, full guidance and ground for operations. Such Centers support new entrepreneur venture for a minimum of three years whereby they say that the first true fruits of the effort start to appear ripe. Industries and educational institutes need to work together to help build and support the entrepreneur culture in Pakistan if the country has to be economically stabilized. ■

Zong's Karachi Unlimited convinces MOBILINK TO START "LOCATION BASED" OFFER



■ Zong seems to have convinced other operators to launch the location based calling packages which it started with "Lahore Unlimited" and later "Karachi Unlimited" few months back.

In response, Mobilink has just started this offer which says, "Barday Shehar Ki Badi Baatain". The package gives Jazz Budget Package holder opportunity to talk free from 12AM to 9AM and during the day it offers 50% discount on calls from 9AM to 12AM along with 1000 Free SMS everyday. For this offer, Mobilink is charging Rs. 9.99 per day plus tax.

If you are not a Jazz Budget Package holder, you need to subscribe it first and then dial *108# to subscribe for the Karachi Offer.

The pioneer Zong is offering the Karachi Unlimited on daily and monthly basis charging Rs. 7 + tax and Rs. 199 + tax respectively, whereas, Mobilink's per day subscription charges are almost Rs. 10 + tax and with no monthly option, the entire month's billing is over Rs. 350.

As far as SMS is concerned, 1000 SMSes from Mobilink are sufficient, though, Zong's Karachi daily offer does

not offer SMSes but its monthly package gives the freedom to send unlimited SMSes to any network.

Another area, the major one, Mobilink is still charging 50% call charges during the day hours when call frequency graph is at highest. Free calls at night will benefit only young people who do not sleep depriving the older ones of free call facility.

give it all free without any 12 hour limit, my own perception is that Zong has lowest number of subscribers and if Mobilink does the same, probably, its system will not hold it for long and it will choke eventually.

But somehow, Zong has earned a 19.7 percent growth in its subscriber base since it launched Lahore Unlimited and Karachi Unlimited packages.

"As far as SMS is concerned, 1000 SMSes from Mobilink are sufficient, though, Zong's Karachi daily offer does not offer SMSes but its monthly package gives the freedom to send unlimited SMSes to any network"

Whereas, Zong's Lahore and Karachi Unlimited takes the lead as it gives the freedom to call free 24/7. Even, this package is still maintaining a higher demand graph than m9 package of Zong. A little survey has revealed that, due to this location based services, many families have shifted on Zong's network because it is cheaper than PTCL even to call their loved ones, day or night.

Why Zong may have planned to

It has jumped from 6.7 million customers to 8.0 million according to the latest industry figures, highest gain the industry witnessed in November 2010. Whereas, Mobilink the largest operators is the only service provider coming down from 32.2 millions subscribers to 31.5 million. That really gives a clue that why Mobilink may have planned to come this way.

Only time is going to confirm, what statistics Mobilink will put on table. ■

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PTCL opens another Data Center in Lahore



(L-R) Mr. Waleed Irshaid, President, PTCL, Mian Shahbaz Sharif, CM, Punjab, Mr. Naveed Saeed, SEVP- Commercial, PTCL sitting on stage.

■ Pakistan Telecommunication Company LTD (PTCL) understanding the rapidly changing business environment and its growing reliance upon automation has launched a second Data Center in Lahore. PTCL Data Centers are certified by the internationally recognized certification body, EPI. This certification by an international body is the first data center certification in Pakistan's history and proves PTCL's commitment to providing state of the art products and services backed by engineering and support for the Government and Enterprise markets of Pakistan. PTCL with the inauguration of Karachi data center earlier and Lahore data center now, will have the

“ PTCL Data Center solution provides customers Managed and Hosted Cloud based services that comprise of Computing as a Service, Processing as a service, Storage as a Service, Software as a Service, Application Hosting, Infrastructure Hosting, Caging, Co-Location, Disaster Recovery as a service, Backup Solutions, Hosted Business Solutions, Unified Communications and Telepresence switching. ”

largest geographically redundant commercial data centers in Pakistan.

PTCL Data Center services is an ideal choice for companies who want the flexibility to house their Primary, Disaster Recovery and/or Business Continuity sites and choose from a variety of cost reducing services as their business demands. These data centers are part of the overall PTCL

managed services approach which provides our corporate customers not only reduced costs, but also improvements in the availability, performance, resilience and security of an organization's IT systems,

PTCL Data Center solution provides customers Managed and Hosted Cloud based services that comprise of Computing as a Service,



Chief Minister Punjab Mian Shahbaz Sharif inaugurates PTCL second Data Center in Lahore along with President and CEO PTCL Waleed Irshaid

PTCL is heavily investing in these ICT assets on behalf of our customers so that they can focus on their core competencies. Getting our Data Centers certified is further evidence that PTCL is committed to provide technology to the Government and Enterprise markets of Pakistan of international standards.

Processing as a service, Storage as a Service, Software as a Service, Application Hosting, Infrastructure Hosting, Caging, Co-Location, Disaster Recovery as a service, Backup Solutions, Hosted Business Solutions, Unified Communications and Telepresence switching.

This certification by an internationally recognized organization ensures that PTCL Data centers provide a reliable, responsive and resilient infrastructure, is designed and built using international standards and provides a secure, managed, climatically controlled environment for the housing and hosting of sensitive, mission-critical data and applications. This benefits our customers in terms of cost, efficiency and scalability of its IT systems, It allows busi-

nesses to protect critical applications and confidential data, enhance its ITs operational efficiencies, and rapidly create new secure application environments to support new business processes.

President PTCL Waleed Irshaid said "PTCL is heavily investing in these ICT assets on behalf of our customers so that they can focus on their core competencies. Getting our Data Centers certified is further evidence that PTCL is committed to provide technology to the Government and Enterprise markets of Pakistan of international standards. As the National Carrier of Pakistan this is not only our obligation but also our duty."

PTCL is the only unified service provider in Pakistan, able to service all customer segments including consumers, enterprise and carries with a comprehensive portfolio of services to cater for all their needs. ■



Mr. Naveed Saeed, SEVP- Commercial, PTCL receiving a bouquet of flowers from Mr. HongLiang Wang Chief Executive Officer Avatar Interactive Entertainment (PVT.) Limited after signing the agreement



Another Foreign CEO of Telenor

Christian Albech
CEO Telenor Pakistan

■ Telenor Pakistan has announced Christian Albech as its new CEO who has been with Telenor for many years. He started out as CEO of the cable television company Telenor Avidi in 1991. Mr. Albech held the position of CEO of CTV, Canal Digital's predecessor, from 1994. In 1998, he became deputy managing director of Telenor Plus, in charge of Broadcast. Before the new assignment, he was heading Telenor Broadcast

The profile of Mr. Christian Albech shows that he is tremendously strong in the broadcasting and TV industry which is mentioned in the media release that says, "Christian Albech has been central in establishing and developing the Nordic pay-TV, driving the transition to digital TV, introducing HDTV, and launching several advanced new TV services. Mr. Albech also has extensive experience from serving on the board of directors of numerous national and international companies".

He personally comments as "Broadcast has been a defining factor in my professional life".

We are sure that Telenor must have done a thorough home work before appointing the new CEO but telecom analysts are skeptical that will Mr. Albech's vast broadcasting experience be benefi-

cial for the GSM operation in Pakistan?

Couple of days ago, in order to know the plans of Telenor about the appointment of new CEO, ApnaTime asked Mr. Sigve Brekke, Executive Vice President of Telenor Group, "What priority Telenor gives to Pakistani professionals for the key positions?" Sigve's

"Today, several key positions in the company is held by Pakistani citizens. Also, many Pakistani's have moved to key positions in other parts of the Telenor Group"

spokesperson responded, "Telenor Pakistan has during its five years of operations made solid achievements, positioning it as one of the leading Pakistani mobile operators, and one of Pakistan's most admired brands. This has been done with the contribution of competent managers and employees with both international and Pakistani background. Today, several key positions in the company is held by Pakistani citizens. Also, many Pakistani's have moved to key positions in other parts of the Telenor Group".

Yes, we have experienced a recent reshuffle with in the company whereby many local people have been elevated and given assignments which

were being taken care by foreign people few years back.

To a question, Will Telenor consider to appoint a Pakistani CEO in the coming months? He said, "The process of appointing a new CEO is still ongoing, and will be announced at a later stage. Telenor Pakistan has during its five years of operations made solid achievements, positioning it as one of the leading Pakistani mobile operators, and one of Pakistan's most admired brands. This has been done with the

contribution of competent managers and employees with both international and Pakistani background. Today, several key positions in the company is held by Pakistani citizens. Also, many Pakistani's have moved to key positions in other parts of the Telenor Group".

"In the process of appointing a new CEO for Telenor Pakistan we will look for a candidate with the right forward leaning mindset and the leadership skills to further develop the company for future success, he added."

We are pretty sure that Telenor is not short of right people in their GSM operations across the world but the recent induction from another industry

and the reshuffling indicates that company intend to merge media and broadcasting operations with the GSM services. Perhaps Wateen missed to achieve what it claimed at the time of launching the WiMax operations. They wanted to add the media content on their network which they couldn't. Once Telenor also launched their Mobile TV without obtaining the license, but probably, this time they want to do things in a more proper manner under the leadership of capable media person.

We have this question in mind that why Telenor can't appoint a local CEO,

we talked to a senior industry analyst who expressed his views as, "days are over when we had little knowledge of telecommunication. Today, what we have achieved is because of our own people. It was due to heydays when everything was growing. Now, as we are experiencing saturation in the industry, we need kind of people who know the market dynamics better than their foreign counterparts".

In early years, telcos were mostly run by foreign CEOs as technology was new and we had less experienced Pakistani people in the industry until Ufone came into existence and proved that a Pakistani like Arshad Khan had enough capability to run a company based upon foreign technology. In the following years professionals like Zouhair Khaliq, Hamid Farooq,

Mubashir Naqvi and many others Pakistani headed the cellular companies and showed their tons of potential.

An employee of the telecom company told, "apart from exposure, the thing that bothers the foreign investor is the level of trust. How safe is the investment in the hands of a Pakistani is the major question. What happened to Warid and Wateen during last couple of years is the point of concern. Despite of huge investments poured in from the Arab investors, both the companies could not produce expected results. Our people need to understand the phenomenon of transparent operations and the level of trust that outer world should show. Those Pakistanis who are capable and trust worthy are well placed on the higher ranks already". ■

IBM is 100!

■ IBM is marking the 100-year anniversary of its founding on June 16, 1911, with a year-long global initiative. The company will reexamine the history of technology innovation and predict where the world will be in the next 100 years. IBM will use this milestone to engage with business leaders, academia, clients, and local communities in the 170 countries the company does business.

Clients

Some large clients who have been working with IBM for 100 years:

Allianz, American Express, AT&T, Ford, General Motors, Johnson & Johnson, Macy's, PepsiCo, Sony, U.S. Government, State of New York, Verizon, Wells Fargo

Employees

Employees in 1911: 1300

Employees today: more than 400,000

Patents

IBM inventors received more than 76,000 patents during the company's first 100 years.

- IBM inventors received more than 76,000 patents during the company's first 100 years.
- IBM was issued its first patent on July 25, 1911
- 1932 was the first year we surpassed 100 patents for a single year.
- 1993 was the first year we surpassed 1,000 in a single year.
- It took us until 1963 for the company to have been cumulatively

issued 5,000 patents (IBM earned almost 5,900 patents in 2010 alone)

Volunteering

Estimated total number of IBM employee volunteer hours over the past century: 30 million

Disk Storage

When IBM invented disk storage technology, the first disk drives known as "RAMAC" were about 10 megabits of capacity and 10 tons in system weight. Put in perspective, that would mean your average laptop today would weight about 250,000 tons based on that technology had IBM not driven 50 years of innovation while taking that weight down to ounces. ■

htc DESIRE HD Best of Android 2.2



■ It is not a hardware game anymore, that's what CEO of Nokia, Stephen Elop announced at the time of Nokia-Microsoft alliance but we cannot agree with the statement as every hardware has its own uniqueness. Though, Android is being used by most of the smartphone manufacturers and HTC Desire HD is one of those devices but you really have to experience it personally in order to agree or disagree with Elop.

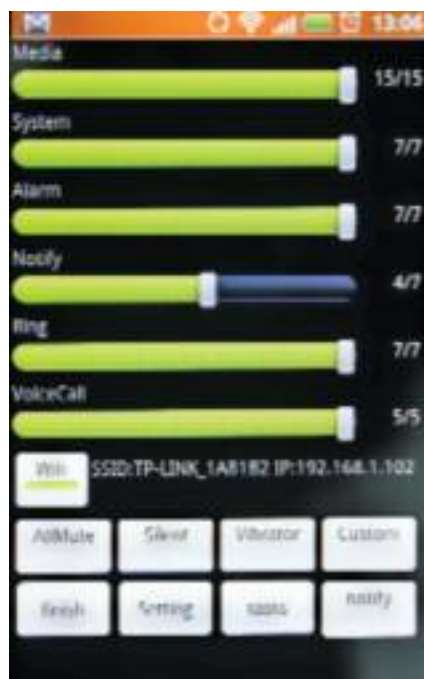
We found the same flavor of Android in Samsung Galaxy S but other than display efficiency that is the hallmark of AMOLED technology we can simply say, Desire HD is better than Galaxy S in ways.

The very first thing that Desire HD boasts is its screen size which is a 4.3-inch. Underneath the display screen there exist four touch control as usual offering home, menu, back and search. Left side has the volume rocker whereas; camera and LED flash are placed on the back as usual.

Build quality is really of high standards, the luscious metal body other than battery and SIM covers, provide enough grip to hold easily. 123 x 68 x 11.8mm of size does give you an im-

pression of holding something big but in actual this bigger size is perfect for small hands even.

What is the use of making a smartphone when you can't ship it with a speedy processor and a decent mem-



Volume application helps setting various options at one place

ory? But Desire HD has powerful second-generation 1GHz Snapdragon 'Scorpion' processor assisted by a capable 768MB of RAM. Another thing that takes this phone mile ahead of its competitors is the fact that HTC has reserved 1.5GB for app storage. With this specification, you can have several applications operating simultaneously without any fear of getting slowdown or crashed.

Power on the phone and it shows HTC's own layer HTC Sense that is beautifully integrated with the Android 2.2 present inside. It gives you power to change the look and feel of your entire display according to your mood and requirement. Without playing with the core android, you can tweak your entire phone with this.

Its integration with Google, facebook and flickr is swift and comprehensive while synchronizing your email, con-



A view of 8 MP Camera

tacts, and calendar. Every time you receive a call you get to know the latest facebook status of the caller on your screen. Besides, you can bring your favorite contacts on the screen along with their latest updates on social networks.

All this make HTC Desire HD a very powerful devices and a complete social hub that keeps you synchronized everywhere.

People say texting is problematic on touch screens. No it isn't. It just takes a day or two to get used to the high responsiveness of touch screens as compared to the physical keys. Since Desire HD possesses a mega screen, the soft keys are large enough to miss. If you find portrait orientation somewhat difficult, the landscape orientation is just right for you to type in speed.

Sense has started to make things very familiar for its users. While typing or reading it offers copy and paste. Hold your finger on text you are working on, not only it magnifies it but also you can slide your finger on it to exactly drop the cursor where you want for selecting any specific area. Perhaps we can say, Desire HD is the best option to convince anyone to join Android Club.

Other than this, HTC is also paying needful attention to improve its Sense. We found many such intelligent applications in Desire Z also, such as - the call screen that flags up recent social network status updates for incoming callers

(mentioned above too), dims the ring volume when you pick up the phone, and mutes it altogether if you flip the Desire HD screen-down.

Apart from social networking tools and chatting messengers which is a regular part of smartphones now, excellent browsing capability is the core of Android's online activities which further enhances your experience with the integration of Flash 10.1.

Built-in browser is excellent and can



Personalize the entire environment using HTC Sense

load any kind of content pretty fast. It is only when you press the menu and scroll at the top you get to see the address bar otherwise the entire 4.3 inches of WVGA screen gives you immense pleasure as compared to the android phones with smaller screen size.

Double tap zooming and text reflow make it easy to read long texts on the phone display. Other than the built-in browser, we also tried Opera, Dolphin and Mizilla mobile version, none of them took time to load or display the contents.

Coming back to default browser, you get 'MORE' options when you press the Menu button and there you can find the text selection tool which is just like the one we discussed above. Copy the text and share (paste) anywhere across the applications.

While we are talking about the impact of mega display, how can we miss to mention the positives of video player. First thing, we tried other players but unlike the browser, the default one runs at it best.

SRS and Dolby Mobile options are way too impressive on your favourite headphones, not the ones that you get with the package. We used our Sennheiser's 150 and it was an awesome experience.

It can play multiple formats including 3gp, .3g2, .mp4, .wmv (Windows Media Video 9), .avi (MP4 ASP and MP3). DivX/XviD was not a problem even but couple of high resolution videos did affected the sound but that is ignorable.

You can always share smaller videos on youtube and facebook.

Similarly, default audio player does the best. Here, Desire HD offers more options in the audio enhancement department. When you plugin the headphones, you can change the equalizer settings. Two shortcuts at the top acts as toggle for shuffle and repeat.

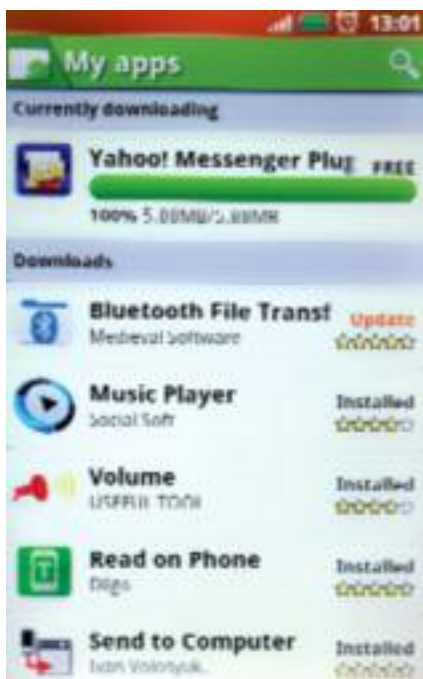
Audio and video files are auto detected no matter where ever they are located on your phone.

Another application SoundHound is also present in the menu which is supposed to recognize the song from just a short sample but neither it worked properly nor it impressed us as the songs collection on its server is too old.

FM application is simple and clean, works well but takes time to load.

With no physical camera key on the body, you have to spend some time with 8MP camera for an optimum performance. In our tests, it performed quite well but since dim light is not a good friend of any camera, Desire HD is no different. Its camera can be considered the best Android has to offer. There are loads of features that you need to tweak to take your best photos.

The camera keeps auto focusing while you move it and this is a very useful feature in the absence of hardware shutter key but some times when the object is not still the software takes a little more seconds to focus and in few



A view of installed applications

cases your shot will be blurred. To avoid this, take your time while you shoot.

The phone shoots HD video with 720p@25fp which is of better quality. LED flash also works here as well as the auto-focus but the focus is locked once its starts shooting.

Desire HD is a phone for everyone. Those who can only rely on office documents will find the Quickoffice applica-



Reader offers 8 pre installed books

tion quite handy. You can view word, excel and powerpoint documents up till office 2007 whereas you can crete and edit word 2003 and excel 2003 files with lots of desktop version options. Despite number of options, some times it becomes a little annoying while applying multiple formats espacially to an excel file due to file handling limitations.

Other than office, there is a PDF viewer, organizer, advance calculator, stock app for various office works. You can even downlaod the accounts application from Android Market for your personal financial record.

Read App was a treat for us. It comes pre-loaded with couple of famous e-books including The Art of War, A Tale of Two Cities, Under The Sea etc. Interface is very simple and you get a lot of ease while going through your desired book. Like a physical book you can bookmark, highlight various sections of the book with different colors and access them later. Of course, you can alway add more books by creating an account with Kobo.

Android Market and HTC Likes are full of applications that you can think of. Each of them has its own layout of presenting applications in categorized manner. Since Desire HD offers 1.5Gb internal memory for applications which is more than enough to download anything without fearing of space shortage.

Since Android is offering too much to play with, it is a likelihood that you are attacked by a malacious virus or something like that. So don't forget to install the AVG or Norton antivirus which are avaiable in the Market. They won't slow down your phone but will keep its security intact.



A PC like display of web Browser

There are also words about Desire HD's early power failure, i believe it is the case with every smartphone. You just have to learn how you use it. If you could tweak settings a little, you will find your battery last for 30 to 40 hours. We have a complete article on how to best use your smartphone in this edition, please don't miss to read it. ■

Mobile industry's focus shifting to customer experience

Addressing press and industry analysts at the 2011 Mobile World Congress in Barcelona, Rajeev Suri, CEO of Nokia Siemens Networks, outlined the progress the company made in 2010, as well as providing insight into where the mobile industry will focus in 2011. In particular, Suri highlighted the industry's shift in focus to customer experience in an increasingly complex ecosystem.

■ "It isn't news anymore that the mobile data explosion continues to accelerate, but while our competitors are still focused merely on volume, we have shifted to address complexity," Suri said. "We continue to lead the industry in smart networks, and this year we're showing how operators must use their end-to-end view of people's connectivity to add value and bring an overall better experience."

Suri outlined the challenges facing mobile operators as they deal with ever-increasing complexity, including a huge number of different access networks, multi-tasking devices, and applications.

"If you want to look at where operators will start to spend more money, just look to the world of customer experience. When we survey our customers, more than 82% list improving customer experience as their highest priority."

The advantages Nokia Siemens Networks can bring to these operators include managing network quality end-to-end and, more importantly, guaranteeing the service level for any given application. This opens up opportunities for operators to partner with content providers to generate incremental revenue streams.

Operators can occupy a powerful position as a value-added integrator and orchestrator of services. Nokia Siemens Networks' surveys on data privacy show that subscribers trust their operators putting them in the position to be information brokers that protect customer data and enable more relevant and personalized services. For example, Nokia Siemens Networks Experience Management solution can tap into data in real time across an operator's business and turn insight into immediate action to proactively meet end-user needs.

At a tactical level, Suri explained that in 2011 the company's Smart Labs in Helsinki, Dallas, Madrid and Seoul will continue to be vital for testing all major smart devices, operating systems and application types, managing customer experience and operator expectations.

In addition, as markets with limited spectrum look towards 4G, Suri highlighted the role TD-LTE will play. "If you look at how to deliver mobile broadband, there is a huge amount of unpaired spectrum available, and new TD bands will open as frequencies are freed-up. While TD-LTE has its roots in China, it is very much a global technology. The right band is now licensed for

TD-LTE in around 40 countries and the ecosystem is clearly accelerating."

In reviewing accomplishments over the last year in the company's three strategic focus areas – mobile broadband, managed services and subscriber centric solutions – Suri was able to outline the progress the company has made.

In mobile broadband, Nokia Siemens Networks won more deals with more customers than any of its competitors, and pioneered new technologies such as iHSPA, Long Term HSPA Evolution, and LTE Self-Organizing Networks. In 2010 it won 25 new 3G customers, more than any other vendor, and has the highest number of WCDMA customers at 193, positioning it strongly in a market not expected to peak until 2020. In LTE, Nokia Siemens Networks has signed 31 commercial contracts to date, again the most in the industry.

For three years in a row the company has recorded strong growth in Managed Services, with 65 new contracts in 2010. In Subscriber-centric Solutions, the company's performance has been good, growing in key areas such as insight and experience (which includes subscriber data management) and security. ■



■ Is it due to low priced Chinese phones in the market which are offering too much in a single handset or there is heavy demand from texter to introduce such a phone, whatever the reason is, feature rich phones are now being offered at much lower prices from the reputed manufacturers and Samsung C3222 is one of them.

Forget about the non-warranted Chinese phones where reliability is the major issue, we can see the competi-

“Connectivity, we would say, is awesome. Phone doesn't take a second to make a pair with any of the devices you intend to connect it to, whether it is USB connectivity or Bluetooth. File transfer rate was decent enough also.”

tion rising among the branded phones. Recently, number of models from Nokia, Samsung, LG, Qmobile have been introduced in Pakistani market

targeting young people and heavy texters but this C3222 or rather Ch@t as the company names it, is different in a sense that it is purely a dual SIM mo-

bile, a feature, other brands are still struggle with.

Though, Samsung has been throwing Dual SIM phones on consistent basis in the local market but it is the first phone from them which offers a QWERTY key pad. In the start, Samsung received an average response in Pakistan but now the story is different as C3222 has caught the attention of the local buyer and its sales graph is getting higher with every passing day.

Main Specifications

- Size: 109.5 x 60 x 12.3 mm
- Weight: 95 g
- Display: 220 x 176 pixels, 2.2 inches
- Internal Memory: 32 MB
- GPRS: Class 10 (4+1/3+2 slots), 32 - 48 kbps
- EDGE: Class 10 (4+1/3+2 slots), 32 - 48 kbps
- Bluetooth: Yes, v2.1 with A2DP
- Camera: 1.3 MP, 1280 x 960 pixels
- Video Recording: Yes, QCIF@15fps
- Others: SNS integration, P3/eAAC+ player, MP4/H.264 player, Organizer, Voice memo, Predictive text input

Coming back to the phone, this phone handles the dual SIM mechanism quite efficiently showing its ability to keep you connected through popular messengers and social networks at the same time while you are on move. The two SIM cards work seamlessly enabling you to make/receive calls with any of them without turning them off or on.

Apart from well spaced typing keys and clean layout, what catches the attention is its optical trackpad. It is due to this trackpad you are able to put your cursor precisely where you want,

something important for heavy texters. If you are not happy with its speedy movement, you can always slow down its sensitivity from the settings menu.

Samsung seems to have mastered the QWERTY keypads in the lower end handsets. Though keys are little small with lots of labels on them but they have a slanting pattern that makes it really easy to press each of them. You really need to spend few minutes with them in order to get used to it and soon you will find yourself typing with all the speed you have got.

Phone's interface is quite simple and clean. A dedicated 'Menu' key takes you to the applications stored inside where it offers browsing, music player, camera, social communities and a lot more.

Ch@t has a simple music and video player to run mp3 and mp4 respectively. Voice quality of audio player is impressive provided you have better headphones of your own, thanks to 3.5 mm audio jack. We don't recommend the ones which are inside the box as they won't be a source of amusement to you. As far as videos were concerned, we tried various files of mp4 format but most of the times it gave the error "Not Supported Content".

Connectivity, we would say, is awesome. Phone doesn't take a second to make a pair with any of the devices you intend to connect it to, whether it is USB connectivity or Bluetooth. File transfer rate was decent enough also.

We were amazed at the auto configuration of GPRS on our phone which happens to be the food for its major operations, browsing and chatting. Default browser is simple with zooming feature, since the screen resolution is not content friendly, it won't be of

much attraction for a longer time. On other hand, Yahoo, MSN messengers are a treat. We played a little with Bluetooth messenger and found it to be something useful and free in a closed environment but you have to click twice or thrice before you send or receive a message.

We are a little skeptic about the fluent running of social tool as we had to wait for the facebook and twitter applications to load and respond due to weak GPRS speed. Though, under the EDGE network it was a sigh of relief but we really missed the WiFi thing on this phone.

There are Picasa, Photobucket and Flickr applications but it is really pinching at times when GPRS does not respond.

We would request manufacturers to at least consider putting this simple Wi-Fi feature in the phones which are meant to run social applications. What a difference it will make.

We can't expect much from a 1.3 MP Camera but we found it very useful during out tests. At maximum it takes 1280x960 pixels of picture but using the available settings you can really convert an ordinary looking shoot into a decent one. You can play with shooting mode, brightness, self timer, white balance, exposure metering etc.

Same goes with the video which it records at 15fps, whatever you can do with still photography can be done here as well but result may not satisfy you.

Overall the phone is not going to disappoint you as heart of C3222 is dual SIM operation and internet messengers which it handles quite brilliantly. Music and FM is also a plus point. If you can live without extra ordinary camera result, this phone is for you. ■

Conserve your Battery life on your Android

■ Let's face it. The battery life on your Android is far from great and it seems to be running short ALL the time. In fact, it is getting so bad that you are running around looking for power points to plug in your new Android phone any chance you get!

Now, before continuing, just a quick disclaimer: I do believe that power issues have been a problem for smartphones in general for a while now (yes, even the iPhones) and not only for Android phones. As such, rather than it being an Android-specific issue, we should look at it as just a matter of implementing the right tools and techniques for conserving battery life in the Android context.

We hope with this article, we can provide some good reference points for new users to implement on their Android phones so as to make the experience a more enjoyable one for them.

Know what is hogging the power!

(Settings » About phone » Battery use) First of all, in order to find out what to turn off, we need to know where are the resources being allocated. In general, you will find that most of the time the biggest power hog is the display.



Play around with the brightness settings for your screen.

(Settings » Sound & Display » Brightness) Do play around with the brightness slider to gauge which brightness level is the most comfortable for you to be able to see your screen. Most people can see an Android display quite well with the backlighting feature turned off indoors. Perhaps this might work for you as well. This can potentially help to conserve a lot of battery life

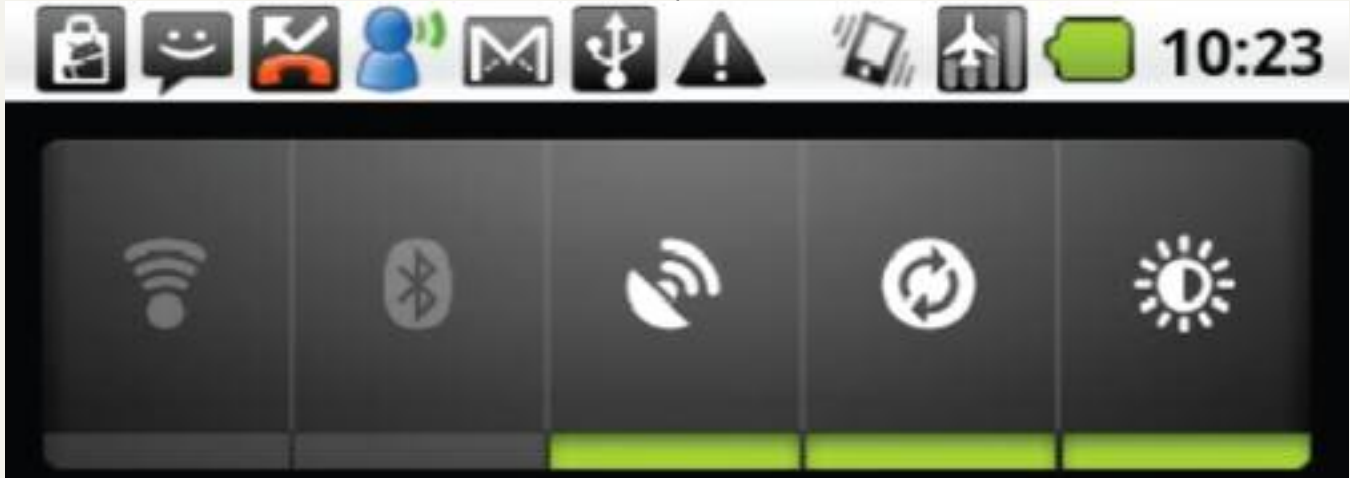


Set the minimum time for your screen timeout

(Settings » Sound & display » Screen timeout) Basically, this setting instructs the device to turn off the screen after a certain period of inactivity. Although this setting differs from phone to phone, it is, in general, a good idea to set the length of your screen timeout to the minimum time possible to ensure that the phone does not drain unnecessary battery life when we forget to put the phone on Standby Mode.

Turn off the Wireless, GPS and Bluetooth feature when not needed via Power Control Widget

As of Android 1.6, there is a widget that you can place on any one of your home screens that gives you quick control buttons for Wireless, Bluetooth, GPS, Push Sync, and screen



(Settings » Wireless controls » Wi-Fi) This setting is recommended to be off when not in use. It should be noted that even if the device is not connected to a network, the wireless networking transmitter will still continue to search for available wireless network on a periodic basis and this consumes power.

(Settings » Wireless controls » Bluetooth) The Bluetooth functionality works in a similar manner to the Wireless functionality above. For Bluetooth, the device will try to

brightness (three levels). It is recommended to just enable the Push Sync functionality via this widget (if the Widget is available to you) for ease of email receiving.

Use Advanced Task Killer for termination of unused apps.

For a hassle free, stable application to help you in managing the termination of unused apps to conserve power, the Advanced Task Killer is highly recommended. This is bearing in mind that all these unused apps might be running background processes for data processing/preparation even when you are not using them.

Staying "Plugged" In!

This may not be a tweak but we will like to bring out this point for the clarification of a common misunderstanding about "over-charging" a battery and causing it to be less effective. Li-Ion batteries do not suffer from the "memory effect" where a battery may hold less charge over time or after being over-charged, so it is OK to leave your phone plugged in, even after fully charged, though it does waste electricity. There is also some discussion going on regarding whether powering off your phone prior to doing a full recharge will help to improve battery life but this has not been determined.

Hopefully, after implementing the above 6 points for your Android, it will significantly increase your battery life and help to improve your Android experience! ■

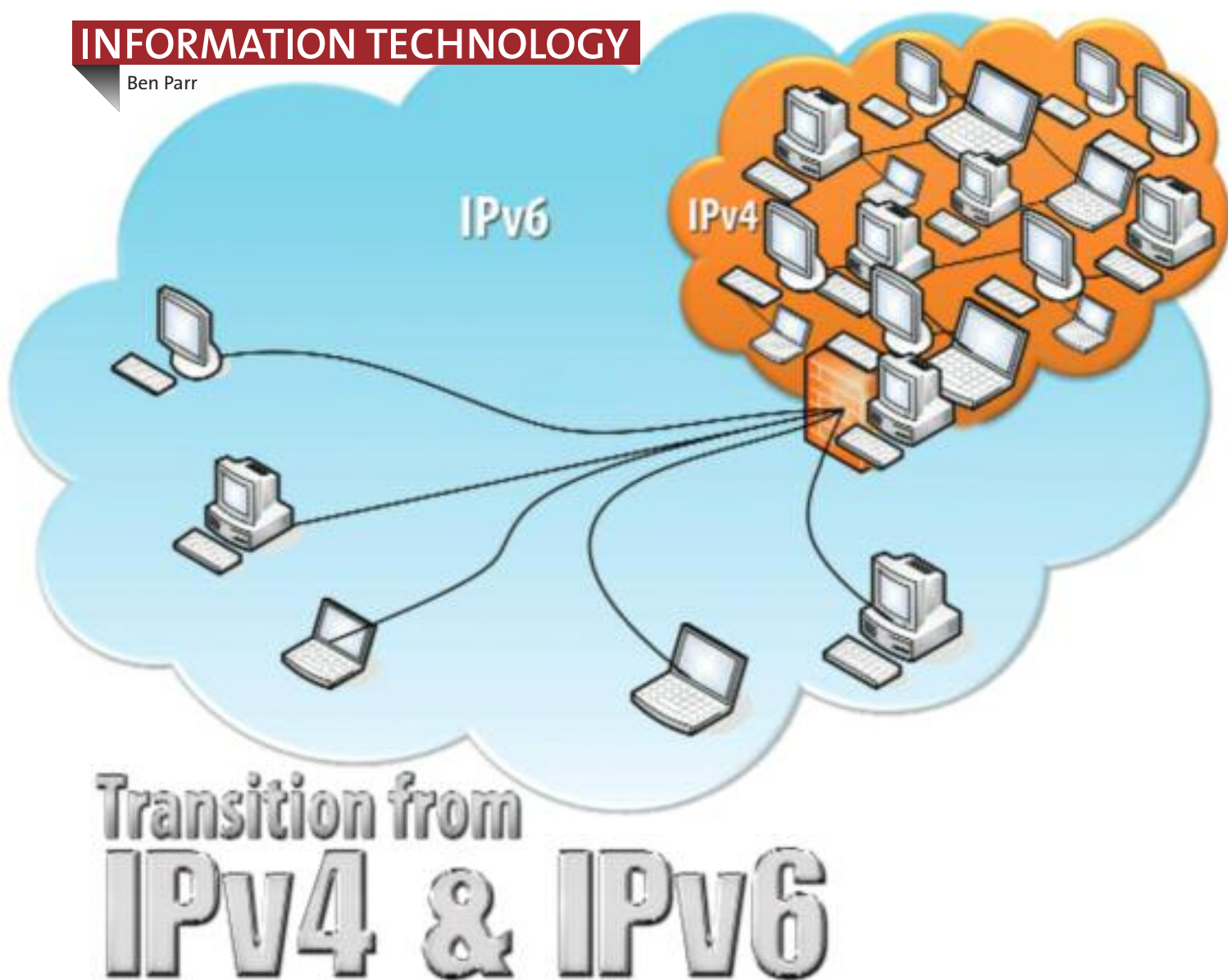
Source: www.androidmeup.com

“ We will like to bring out this point for the clarification of a common misunderstanding about "over-charging" a battery and causing it to be less effective. Li-Ion batteries do not suffer from the “memory effect” ”

search for nearby Bluetooth devices automatically on a periodic basis. Turning this off explicitly will ensure that this automatic functionality will not cause consumption of unnecessary battery power.

(Settings » Security & location » Enable GPS satellites) When the GPS receiver in your Android device is active it looks for satellites, and its processor prepares information to be sent to any application that needs it, regardless of whether an application that uses the GPS is running or not. Similar to both the Bluetooth and Wireless feature, if not in used, this should be turned off explicitly as well.

(Home screen » Menu » Add » Widgets » Power control)



Transition from IPv4 & IPv6

■ The Internet has run out of Internet addresses, perhaps you've heard the news: the last blocks of IPv4 Internet addresses have been allocated. The fundamental underlying technology that has powered Internet Protocol addresses (ever seen a number like 99.48.227.227 on the web? That's an IP address) since the Internet's inception will soon be exhausted.

A new technology will take its place, though. IPv4's successor is IPv6, a system that will not only offer far more numerical addresses, but will simplify address assignments and additional network security features.

The transition from IPv4 to IPv6 is likely to be rough, though. Most people are unfamiliar with IPv4 and IPv6,

much less the potential impact the switch to IPv6 may have on their lives.

That's why we've compiled this short guide to IPv4 and the eventual transition to IPv6. We explain the two versions of IP and why they matter. We also go into detail on what you can expect in the next few years as billions of websites, businesses and individuals make the switch to the new era of the Internet.

What is IPv4?

IPv4 stands for Internet Protocol version 4. It is the underlying technology that makes it possible for us to connect our devices to the web. Whenever a device access the Internet (whether it's a PC, Mac, smartphone or

other device), it is assigned a unique, numerical IP address such as 99.48.227.227. To send data from one computer to another through the web, a data packet must be transferred across the network containing the IP addresses of both devices.

Without IP addresses, computers would not be able to communicate and send data to each other. It's essential to the infrastructure of the web.

What is IPv6?

IPv6 is the sixth revision to the Internet Protocol and the successor to IPv4. It functions similarly to IPv4 in that it provides the unique, numerical IP addresses necessary for Internet-enabled devices to communicate. How-

ever, it does sport one major difference: it utilizes 128-bit addresses. I'll explain why this is important in a moment.

Why are we running out of IPv4 addresses?

IPv4 uses 32 bits for its Internet addresses. That means it can support 2^{32} IP addresses in total — around 4.29 billion. That may seem like a lot, but all 4.29 billion IP addresses have now been assigned to various institutions, leading to the crisis we face today.

Let's be clear, though: we haven't run out of addresses quite yet. Many of them are unused and in the hands of institutions like MIT and companies like Ford and IBM. More IPv4 addresses are available to be assigned and more will be traded or sold (since IPv4 addresses are now a scarce resource), but they will become a scarcer commodity over the next two years until it creates problem for the web.

How does IPv6 solve this problem?

As previously stated, IPv6 utilizes 128-bit Internet addresses. Therefore, it can support 2^{128} Internet addresses — 340,282,366,920,938,000,000,000,000,000,000,000,000 of them to be exact. That's a lot of addresses, so many that it requires a hexadecimal system to display the addresses. In other words, there are more than enough IPv6 addresses to keep the Internet operational for a very, very long time.

So why don't we just switch?

The depletion of IPv4 addresses was predicted years ago, so the switch has been in progress for the last

decade. However, progress has been slow — only a small fraction of the web has switched over to the new protocol. In addition, IPv4 and IPv6 essentially run as parallel networks — exchanging data between these protocols requires special gateways.

To make the switch, software and routers will have to be changed to support the more advanced network. This will take time and money. The first real test of the IPv6 network will come on June 8, 2011, World IPv6 Day. Google, Facebook and other prominent web companies will test drive the IPv6 network to see what it can handle and what still needs to be done to get the world switched over to the new network.

How will this affect me?

Initially, it won't have a major impact on your life. Most operating systems actually support IPv6, including Mac OS X 10.2 and Windows XP SP 1. However, many routers and servers don't support it, making a connection between a device with an IPv6 address to a router or server that only supports IPv4 impossible. IPv6 is also still in its infancy; it has a lot of bugs and security issues that still need to be fixed, which could result in one giant mess.

Nobody's sure how much the transition will cost or how long it will take, but it has to be done in order for the web to function as it does today.

What Google says

At Google, we believe that IPv6 is essential to the continued health and openness of the Internet — and that by allowing all devices on a network to talk to each other directly, IPv6 will enable innovation and allow the Internet's continued growth. Typical Google

users do not need to do anything to prepare for IPv6, but we are working with network operators to support the transition.

In March 2008, we began offering Google search over IPv6 on IPv6-only websites like ipv6.google.com (IPv6 connection required), but other Google products were not generally available over IPv6.

That's why we created Google over IPv6. If you operate a network that supports IPv6, we may be able to enable Google over IPv6, letting you give users seamless access to most Google services over IPv6 simply by going to the same websites they usually use, such as www.google.com.

How it works

Google over IPv6 uses the IPv4 address of your DNS resolver to determine whether a network is IPv6-capable. If you enable Google over IPv6 for your resolver, IPv6 users of that resolver will receive AAAA records for IPv6-enabled Google services.

How to get started using Google over IPv6

To qualify for Google over IPv6, your network must meet a number of requirements. These include:

- Low latency, redundant paths to Google using direct peering or reliable transit
- Production-quality IPv6 support and reliability
- Separate DNS servers for your IPv6 users (not shared with IPv4-only users)
- Users who have opted in to IPv6 services and know how to opt out if they experience problems with Google services ■

Source: mashable.com

Dell and Intel Launch Alienware in Pakistan

■ Dell and Intel recently collaborated to bring together an event that transpired into a never-seen-before kind of evening. This was the launch of the infamous Alienware® laptops powered by a member of the Intel® Core™ Processor Family and brought to the local bloggers community and media by Dell. The main aim was to engage, seek opinions and build relationships with people who are always abreast with the latest technological trends in the country.

Alienware® specializes in high performance gaming machines featuring 12-way multitasking processing. Dell Pakistan introduced the M15x and M17x laptops to the Pakistani bloggers and gamers with the new Intel® Core i7 mobile processors.

The event was attended by Shahzad Aslam Khan, Country Manager Dell Pakistan and Afghanistan and Naveed Siraj, Country Manager Intel Pakistan. "Dell Pakistan constantly strives to provide its loyal customers with the best; therefore we are proud to unveil Alienware®. For a growing market, well versed in the high-tech, Alienware® is going to be a breath of fresh air. These machines will take over the local gaming PC market through sheer competence", said Shahzad Aslam Khan.

Naveed Siraj added, "With this initiative, Intel Pakistan hopes to welcome the New Year with a fixed purpose to introduce more cutting-edge products for our customers.



Picture shows Shahzad Aslam Khan, Country Manager Dell Pakistan and Afghanistan and Naveed Siraj, Country Manager Intel Pakistan holding the Alienware® laptops at the launch ceremony recently held.

Alienware® featuring the new Intel® Core™ i7 mobile processors will take you even further with features like Intel's Hyper-Threading and Turbo Boost technologies that power through games, multimedia applications and your daily routine all at the same time. The devices, with the help of Intel® Core processors, deliver the ultimate high-definition gaming and entertainment experience. We will continue to engage, interact and support Pakistan's blogging/online community and help them get the experience they are looking for."

The bloggers interacted with the newly introduced machines, which were, much to their awe, loaded to the brim with the latest technology in gaming due to their superior graphics,

the latest in processor technology and Hi-def capabilities. The gaming machines also feature Alienware® Quick-Touch system control pad which uses touch-capacitive sensors to access and manage power, volume controls and wireless connectivity, rendering mechanical buttons and control knobs obsolete. According to the consumer's choice the Alienware Laptops may be fitted with either one of Intel® Core™ i7 or i5 processors.

The event itself was a sight to behold, with Alienware branding and Aliens interacting with the attendees. The stars of the night might have been Alienware laptops but the Aliens present at the event were surely not far behind, adding their quota of mystery to the event. ■

EMAIL SCAM AND FRAUDS



■ Email is one of the most popular ways of communicating these days. Despite all the advantages of the services, there are some very grave dangers also involved for many users. Many users are aware of the Scams and frauds that are carried out by using emails but there is still a group of people that still don't have a very good idea about these things and don't know how to identify if an email is actually fake or real.

I am sometimes surprised when even intelligent guys from good institutes ask to see if a mail they got is genuine or not. Another majority that falls for these kind of emails is the "late beginners". Usually a senior family member or acquaintance who started using computer and email id at a very late stage due to work necessities. In this article I will try to identify the type of these frauds and how to recognize a fake email or offer.

Lottery Scams

These are one of the most common scams. All of us get these kind of mails at least twice a week. You can even check your spam folder for that. These

usually ask for a small processing fee for transferring the large lottery you have just won. They look authentic enough to novice users. They usually use official names and titles to lure the target. Many people who get fooled might have thought that a small fee of a few hundred dollars is a little to pay for a million dollar prize. They usually ask for the targets introductory details like name and phone numbers. These scams usually involve names of companies like Pepsi, Coca Cola, Microsoft, Google or any similar famous organization.

Verification Fraud

This fraud is very prevalent in Hotmail services. In this the fraudsters will contact you by using official screen name like "Hotmail Admin" or "Official MSN Representative". They usually ask for your name, email id confirmation and your id password and tell you that you need to reply in a specific time period with the details or your account will be permanently deleted due to "non verification" or "conduct violations". Many novice users who get fooled and send their details might find out some days later that their

credit cards were used to buy something very expensive. This is done by the fraudsters. He has used your account to check your mails for all important personal details he can use to his advantage.

Investment Scams

In these scams users are told that they need to pay a certain amount to get shares of a certain company. They usually have an additional "limited time offer" with them that would get you the shares very cheap. Most of the fooled users actually deposit a certain amount through internet. Some of these scams also involve using a "print out check" that can be unlocked by payment.

How to save yourself?

Usually spam emails are blocked by the email providers but sometimes the mail makes its way to the inbox. First thing to remember is that Google, Microsoft, Dell, Coca Cola or any other company never has lottery offers. Also consider the question 'Did I apply for any lottery ticket

Secondly, do check the email id of the sender rather than considering the screen name. You should know that email clients never ask for verification through email. There is a long list of people who fall for these scams daily and after losing their money realise that how stupid it was. ■

PTA launched the Online Complaint System



Federal Minister for Information Technology Sardar Aseff Ahmed Ali inaugurating "Online Complaint Management System" at PTA Headquarters. Secretary, IT & Telecom Mr. Abdur Rauf Chaudhry and Chairman PTA Dr. Mohammad Yaseen are also present during the ceremony

■ Federal Minister for Information Technology & Telecom Sardar Aseff Ahmad Ali has appreciated the role of PTA as a regulator and said that PTA is one of the best organizations of the country. The cellular mobile industry of Pakistan has recently achieved 100 million subscription mark which is a great achievement.

He said this while inaugurating "Online Complaint Management System" at PTA Headquarters today. The new system developed by Pakistan Telecommunication Authority (PTA) would enable telecom consumers to lodge their complaints regarding telecom services online and to have prompt response on them. This system is integrated with operators and the telecom Authority. Chairman PTA Dr. Moham-

mad Yaseen, Member Finance, Syed Nasrul Karim Ghaznavi, and Member Technical, Dr. Khawar Siddique Khokhar, were also present during the ceremony.

The Minister said that Pakistan telecom industry was growing at an astounding pace after the deregulation of the sector. The mobile sector growth has been extraordinary and this sector has become a model for other countries across the world. A number of factors have played role in it including investor friendly government policies and healthy competition introduced by PTA which has encouraged operators to an extra mile for making a strong subscriber base. The predictions, estimates and forecasts made for Pakistan mobile industry proved to be counterfactual and the subscriber base proceeded with

growth higher than the forecasted one.

He said that PTA is doing a good job by addressing the grievances and complaints of consumers of the telecom sector and it is ensuring the provision of quality services. The launch of 'Online Complaint Management System' would prove to be a significant step towards the achievement of these objectives, he added.

The Minister said, "Government is there to provide policy guidelines and directions, it is the responsibility of the institution to deliver to the public in line with the policy guidelines". He also discussed with the Secretary IT and chairman PTA the plan and scope of starting training programs in IT sector for educated youth of the country to enable them to get jobs in local and international markets.

On this occasion, Chairman PTA briefed the Minister on Pakistan telecom sector development. He said that PTA has successfully established a thriving telecom industry in Pakistan which is providing the state of the art telecom, broadband and ICT services.

The Chairman said that PTA has encouraged development of local contents and created awareness on it. It has introduced Information Rabta Portal to facilitate internet users to get information on Pakistan. He said PTA organized Consumer Forums at different cities to seek views of consumers on telecom services. PTA also introduced new system to block unwanted calls/SMS. ■



TEDDY CHARLES FOR SUNSILK
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SUNSILK. FOR EXPERT-TOUCHED HAIR.

Mobilink employees spread warmth and smiles among flood victims



■ With temperatures plummeting to as low as zero degrees or below, winters this year have been harsh especially for flood affectees. Mobilink Foundation, the non-profit philanthropic arm of Pakistan's market leader in cellular services, Mobilink, in continuation of its efforts for the flood affected people, distributed winter clothes amongst women and children in Khyber Pakhtunkhwa region.

The winter clothes distribution initiative by Mobilink Foundation will benefit more than 7,000 flood affected individuals across Pakistan. Around

“ The winter clothes distribution initiative by Mobilink Foundation will benefit more than 7,000 flood affected individuals across Pakistan.”

2,000 warm clothes for women and 3,000 garments for children 12 years or younger will be distributed in the regions most affected by floods across Pakistan. Another 2,000 sweaters will also be distributed for infants between 1 to 2 years of age.

Fehmeeda Begum, a flood affectee from Nowshera after receiving the warm clothes said, “The flood took away everything I had. I have been living in a tent with two of my children for last 4 months and I had no warm clothing to keep us warm in this cold



“According to the Pakistan Meteorological Department, in coming days a cold wave will continue in most parts of the country including KPK and Punjab due to a prolonged dry spell.”



weather. This is really helpful.”

Mobilink Foundation Torchbearers distributed warm winter clothes in far flung areas of Khyber Pakhtunkhwa region including Nowshera, Charsaddah and Swat as well as Muzaffargarh and Sukkur in Punjab and Sindh where severe cold spells are currently underway.

On a visit to Pir Sabaq, Nowshera, Mobilink volunteer employees also interacted with flood victims’ families and their children.

According to the Pakistan Meteorological Department, in coming days a cold wave will continue in most parts of the country including KPK and Punjab due to a prolonged dry spell. Winters this year have been harsher in these areas with a difference of 4 to 6 °C as compared to corresponding temperatures last year. In the absence of proper shelters and warm clothing, thousands of young and old flood victims stand vulnerable to the harsh winter conditions. ■



Proud Pakistani

■ TedxGujranwala is expected to be held on 9 April, 2010. At this event, TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group. The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including this, are self-organized.

License holder for this event is Simy Mir, a young Pakistani who has just completed B.Sc in computer sciences. He is a "Tech Guy" and runs a blog named <http://simymir.wordpress.com/>. Simy got the license with the view of letting the world know

about Pakistani culture, what people think about technology in Gujranwala and give a positive view about Pakistan.



URL to this event is <http://www.ted.com/tedx/events/2247>

what is TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 25 years ago, TED has grown

to support those world-changing ideas with multiple initiatives. The annual TED Conference invites the world's leading thinkers and doers to speak for 18 minutes. Their talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Al Gore, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and UK Prime Minister Gordon Brown.

The annual TED Conference takes place in Long Beach, California, with simulcast in Palm Springs; TEDGlobal is held each year in Oxford, UK. ■

Ufone launches "Lady's Package"

■ Ufone, one of the leading telecom companies in the country has stepped forward once again to give its customers a reason to smile.

Since inception Ufone has focused on catering to the masses and ensuring that every Pakistani has easy access to cellular services. The launch of Ufone's "Lady's package" is yet another feather in the cap for Ufone.

All over Pakistan, women now have a package which speaks their language, a package which has been specially tailored keeping in mind the needs of the present day woman. For just Rs. 2 per hour, women can now make endless long calls between 10:00 am and 5:00 pm to their loved ones on Ufone and PTCL networks without fearing about



the bill, alongside they can make calls through the rest of the day to any number any network in Pakistan for just Rs. 1.25 per minute. In addition a beauty tip or recipe will be shared every week with every Lady's Package subscriber free of cost. Most importantly with Ufone women have the control of blocking unwanted calls via Call Block and keep their identity hidden via Smart Code which can be used to recharge your lady's package without sharing your phone number.

Mr. Akbar Khan Chief Marketing Of-

ficer Ufone said "At Ufone we take pride in ensuring that our customers get the value for money that they deserve. Today with the launch of Lady's package we continue to deliver on our promise, to go beyond customer expectations, by giving our female subscribers what they want at a price that they can't refuse.

This package is just the beginning; women across the country should look forward to many more exciting discounts and surprises to come their way on a regular basis" ■

Warid GLOW Brings 'Bombay Dreams' To Karachi

■ Over the years, English theater in Pakistan has experienced tremendous growth. Warid has become a leader in promoting arts in the community. Greatly supporting the young talents, Warid GLOW has become synonymous to quality theater in Pakistan.

The much hyped and awaited play 'Bombay Dreams' is now staged at the Karachi Art Council for 25 days consecutively, starting from 27th, January to February, 20th, 2011. Originally, the play was an Andrew Lloyd Webber production, created by famous Indian music director A R Rahman. Directed

Bombay Dreams. These are the largest plays of this magnitude in the region and believed to be the most expensive stage shows in Pakistan.

The long association between Warid and CSP has not only set a precedent of quality stage for dramatic presentations in Pakistan but has also groomed the audience which comes to appreciate quality theater. Center Stage Productions is the most recognisable figure in Pakistan theater that is rewriting the rules of commercial theater for our entertainment starved society for over 10 years. Back in 2010, Sharabeel brought

plays are the biggest showcase of performing arts in Pakistan. In a country where talent is in abundance but finances can be a hurdle, Warid is proud to be a leader in promoting arts in the country."

Director of the play Shah Sharabeel said, "On behalf of Centre Stage Productions, I am deeply grateful to Warid Telecom and its team for supporting Center Stage Productions. I am sure we as a Nation have all the guts and the talent to become a truly progressive Nation. We don't just do plays but we are building a norm, driven by our philosophy of being



by Shah Sharabeel, it is an adaptation of the original one in accordance with the local scenario. The play beautifully hints at the identity issues confronting human beings.

GLOW and Center Stage Productions staged an array of successful plays over the years in the cities of Lahore, Islamabad and Karachi including: 'The Phantom of the Opera', 'Tom, Dick and Harry', 'Home Is Where Your Cloths Are', 'You Only Marry Twice', 'Moulin Rouge' and

'Moulin' Rouge' to Karachi with this promise that he will return to Karachi again in 2011 to stage Bombay Dreams.

Commenting on Warid's backing of the play Mr. Suhail Jan, General Manager Commercial, Warid Telecom said, "We greatly support theater in the country because it is a way for us to foster the local talent of Pakistan and help our young leaders to pursue passion and also cultivate enthusiasm for arts and entertainment in the community. These

faithful to our talents. We demonstrate our best and that's what makes Center Stage Productions the finest and the most disciplined theatre production company in the country. Once again I am extremely grateful to Warid Telecom for all their generous support"

"The play is known for its rhythmic tones composed by A R Rahman and will definitely cheer the audience of Karachi" added Shah Sharabeel the director of the play. ■



Bots Teach English in South Korean Schools

■ Students in South Korea can stop wondering whether their English teachers are humans or robots (or aliens) because the egg-shaped, meter-high creatures are clearly electronic in origin. EngKey (short for “English jockey,” as in disc jockey) is a teaching robot that relays lessons from English teachers in the Philippines to students in 21 South Korean schools. According to South Korean education officials, shy students may feel more confident talking to a robot than to a human teacher, giving them a more positive learning experience overall.

Giving control of the classroom aides to Filipino teachers is less expensive than actually employing teachers to work at the schools, according to scientists at the Korea Institute of Science and Technology where the robots were developed. The teachers controlling the bots can see and hear the students in the classrooms, while cameras trained on the teachers’ faces capture their own expressions which are then reflected on the Caucasian avatar atop the EngKey body. In addition to

conversing with students in English, the robots can sing, dance and read books with the class. But they aren’t meant to replace human teachers altogether – they are intended to provide support to the regular teaching staff while engaging students on a whole new level. ■

Folding Solar Powered Water Purifier

■ When travelers are lost, stranded or in an emergency situation, one of the most difficult parts of waiting for help to arrive is finding fresh, potable water. Although tales abound of shipwreck victims finding novel sources of drinking water, there might be an easier way to stay alive if you ever find yourself in an emergency.

This design, called C-Water, by Chinese engineer Chao Gao uses a simple solar purification method to transform just about any source of water into potable liquid. With a readily available source of fresh water, survivors have a better chance of staying alive and relatively healthy until help arrives.

The design took second place in the recent Incheon International Design Awards. The ingenious design requires only that the foldable device be placed on the ground or directly on the water. Water vapor collects in the chamber and is purified solar rays.

The C-Water is lightweight and small enough when compressed to be carried on life boats or in backpacks. Its innovative design could easily be applied to places where clean drinking water is scarce, or even used in disaster relief ef-



forts to keep refugees and survivors healthy until permanent living situations are arranged. ■



Tariq will explore the past, present and future of the guests. With his witty sense of humour, close and personal attachment to the guest he will be able to make them laugh or cry. It will be in his ultimate interest that his guests are able to speak each and everything about their life, incidents, success, loss or anything at all, a side of the guest that people have never seen before.

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Motion Detection to Catch Your Drive on Film



■ Car wrecks aren't much fun, unless you're watching them on TV. After the collision is over and you've made sure that everyone is alright, there's something else that goes through your head. Whose fault was it? In cases where there are no witnesses, it becomes your word against the other driver. One way you can back up your story is by recording the whole thing. Since you aren't going to bust out your iPhone just before the collision to record it, you'll need something in place to record your entire drive. Chinavasion's Car DVR with Motion Detection is simple, but might be just what you need. It uses an SD card to record video at 640 x 480 resolution. The clips are broken up in to 20 minute segments and are cycled out as space is needed. Since it is motion-activated, you know it won't just be recording the inside of your garage while it's parked at night, so you only get the good stuff. technabob.com ■



Skin Cooler



■ For bruises, insect bites, sports injuries, ... the natural cooling effects can help instantly. The 2.5cm (1") diameter cooling head on this device merely needs 40 seconds to reach the ideal temperature of 6°C. No danger of frostbite – as with frozen cool pads. 7gadgets.com ■

Bonnie Pink Pentax K-r DSLR



■ This is a Pentax K-r that comes with a special limited edition, the Bonnie Pink model. The K-r Bonnie Pink will sell for \$1,100 and there are 100 units available. crunchgear.com ■



Turn Your Tablet into a Desktop PC

■ It's true that using a keyboard with your iPad works well, but in retrospect, doesn't it just transform your tablet into a regular computer? Elecom doesn't think so, and they're about to release their keyboard and matching stand to fit your your iPad. These keyboards will work with the iPad, iPhone, as well as Android tablets and phones. They will also work with your PC and PS3 since they function with Bluetooth. The keyboards come with a stand and are available in Japan only for \$66. technabob.com ■

Flexible smartphone Stand to watch movies



■ As great as our smartphone Touches are, holding them for a couple of hours at a time to watch movies can get tiring. The Vyne is a cool product from Clint Spencer and Ryan Eder that clips onto your smartphone to let you stare at the screen hands-free.

Made from a flexible elastomer, the Vyne looks like a strip of plastic with a clip on one end. But the flexible strip allows you to coil it around to stand up on a table or wrap around your neck for close-up viewing, keeping your hands free for typing, knitting, thumb wrestling or whatever else you need to do while watching a movie or attending a conference call.

The design is simple enough to be easy for anyone to use, but it's also wildly functional and adaptable to a number of situations and needs. Spencer and Eder are seeking to patent the idea – and we're hoping to be able to pick one up soon. gajitz.com ■

Weird Umbrella Helmet Keeps Hands Free

■ The Nubrella was invented by a cell phone dealer who probably just wants you to have your hands free so you can talk on the phone more, even in the rain. The strange looking umbrella keeps its bulk off of you, using only shoulder straps and a chest strap to keep it attached and stable. It will presumably block at least some wind, letting you walk to work without messing up your 'do.

You may look ridiculous wearing this space helmet-like contraption, but at least your head and shoulders will stay dry, you'll have both hands free, and there's no pole to thwack you in the head when a sharp gust of wind kicks up. The clear polyurethane is treated with anti-water-beading magic to keep rain drops from obstructing your view. ■



Resourceful and Giving Tree



■ What we generally see at airport lounges or public spaces are very drab looking charging stations for cellphones. A very artistic and pleasing way to provide the same service is the Giving Tree. The green cords (hopefully retractable) can be pulled out to reach the phone, rather than the other way around. I say it's artistic enough to be placed at home as well, what do you think? ■

Double U USB



■ How many times have you inserted the USB plug of your gadgets the wrong way up? Despite having the USB sign clearly labeled on the correct side, we still do it everyday, often because we don't look at it at all. With this latest USB concept design by Ma Yi Xuan, this problem will disappear once and for all, because the Double U works both ways – there won't be a wrong side! Might this ever become a reality? Hopefully by USB 5.0. ■

Cool Master gaming mouse



■ Cooler Master, a brand name normally associated with computer peripherals that keep things running cool under the hood, is back with what they dub the Spawn gaming mouse.

While this is in no relation to Tood McFarlane's comic book creation, it does make us wonder why such a name was picked. This is one of the rare few mice that cater to those who grip their mice like a "tiger claw", where it will feature on-the-fly DPI change with a 3500 DPI laser sensor, 32KB on-board memory, 7 buttons which has been rated to be pressed 5 million times without missing a beat, a rubberized no-slip exterior and a \$50 price tag thereabouts. ■

SMS Printers: For Recipients Only



■ A portable device that prints text messages on small strips of paper. They've been around for a year now, and have found both commercial and personal applications. They can be used to receive food orders for instance, send messages to the other end of a warehouse, or as a means of communicating with the elderly. These printers are made by SMS2Printer. The Maestro model, pictured below, has additional buttons that allow it to send a "response" to whoever sends a text message. SMS Printer also says that their devices can be fitted with an emergency button that will allow the user to send a text message to a pre-set number to ask for help. ■

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BLACKBERRY BOLD2 9700

Dimension: 109 x 60 x 14 mm
Memory: MicroSD, up to 16GB
Camera: 3.15 MP
Talk time: Up to 6 h

Rs.
42,500/-



HTC DESIRE HD A9191

Dimension: 123 x 68 x 11.8 mm
Memory: MicroSD, up to 32GB
Camera: 8 MP
Talk time: Up to 9 h 15 min

Rs.
53,000/-

NOKIA	
Model	Price
1280	1950
1616	2300
1800	2475
2220	4550
C1-01	4400
2690	5200
2700	6900
2710	9900
5030	3050
5230	13600
5233	11900
5250	10900
5530	17600
5730	23000
5800	21200
6120	12000
6303i	10800
6600	13900
6700	19500
6700S	15800
6720	18500
6730	15200
7020	7800
7230	10350
C5	13500

TECHNO

Model	Price
IT2120	1800
T805	2800
T360	2200
T711	3250
System	4700



NOKIA C3-01 TOUCH AND TYPE

Dimension: 111 x 47.5 x 11 mm, 51.4 cc
Memory: MicroSD, up to 32GB
Camera: 5 MP
Talk time: Up to 3 h 20 min

Rs.
16,300/-

SAMSUNG

Model	Price
B2100	7200
B3210	8500
B3310	8000
B3410	10500
B5722	13300
B7300	26500
B7320	18400
B5702	15600
C3010	5050
C3053	5550
C3200	6750
C3212	7100
C3510	8200
C5212	8500
C6112	10700
E1160	2700
E1105	2000
E1085	2000
E1225	3150
E2152	5800
E2120	3550
S3653	9000



SAMSUNG S8530 WAVE II

Dimension: 123.9 x 59.8 x 11.8 mm
Memory: MicroSD, up to 32GB
Camera: 5 MP
Talk time: Up to 13 h

Rs.
33,900/-

LG

Model	Price
LG108	2300
LG195	4200
LG199	4200
LGDS10	11200
LG1350	11500
LGX200	7000
LGX500	15500
LGX300	9500

CLUB

Model	Price	Model	Price
200	2300	K70	4250
210	2300	102	4000
C250	2300	3128	3600
C2	2600	C300i	2800
C9	3800	SLIM	3700
C400	3900	SIM 3	3900
QPAD	2100		

HTC

Model	Price	Model	Price
Smart F3188	26000	Desire A8181	51000
Snap S521	19500	Desire Z A7272	52000
Touch2 T3333	29000	Desire HD A9191	53000
HD Mini T5555	33500		
HTC HD7 T9292	53000		
Hero A6262	32500		
Wildfire A3333	30000		
Aria A6380	38500		



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NOKIA	
Model	Price
C1	2675
C3	10500
C3-01	16300
C6	22900
C7	29850
E5	17800
E52	19800
X6(8GB)	23500
E63	15400
E66	20000
E71	21300
E72	27200
N85	22800
N86	32500
N97	39000
N900	37000
X2	9100
X2-01	8300
X3	11600
X3-02	13900



LG GD880 MINI

Dimension: 102 x 47.6 x 10.6 mm
Memory: MicroSD, up to 32GB
Camera: 5 MP
Talk time: Up to 7 h

Rs.
38,500/-

SONY ERICSSON	
Model	Price
E10	17500
F305	9000
J10	13500
J105	8500
J108	7900
S312	6500
U100i	18000
U1i	37000
W100	7700
W205	6500
X10	37000
Epe mi	27500



SAMSUNG B7300

Dimension: 107 x 51.8 x 12.9 mm
Memory: MicroSD, up to 32GB
Camera: 3.15 MP
Talk time: Up to 9 h

Rs.
26,500/-

Q MOBILE	
Model	Price
E125	2450
E150	2850
E200	4650
E195	3300
E400	3900
E400i	4200
E900	6800
Q3i	3950
Q4	4950
Q5	5750
Q55	8000
Q6	5950
Q7	7500

NOKIA 5250

Dimension: 104 x 49 x 14 mm, 69 cc
Memory: MicroSD, up to 16GB
Camera: 2 MP
Talk time: Up to 7 h 40 min

Rs.
10,900/-

MOTOROLA	
Model	Price
WX160	1500
Wx180	1650

SAMSUNG	
Model	Price
S7320	18400
S5233	9800
S5550	13900
S5560	13300
S5620	14200
M3710	12200
S7320	18400
S8500	31000
S8530	33900
P1000	62500



NOKIA 2710

Dimension: 111.2 x 45.7 x 13.7 mm, 60.4 cc
Memory: MicroSD, up to 16GB
Camera: 2 MP
Talk time: Up to 4 h 20 min

Rs.
9,900/-

AMB	
Model	Price
A10	2350
A70	3200
A100	4100
A5	1850

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CAMERAS

Note: Prices serve as a reference only, they may be different in actual.



SAMSUNG C3530

Dimension: 112.2 x 46.7 x 11.9 mm

Memory: MicroSD, up to 8GB

Camera: 3.15 MP

Talk time: Up to 14 h 30 min

Rs.
9,100/-



NOKIA X2-01

Dimension: 119.4 x 59.8 x 14.3 mm, 86.6 cc

Memory: MicroSD, up to 16GB

Camera: VGA, 640x480 pixels

Talk time: Up to 4 h 30 min

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8,300/-

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Rana Riaz
0302-6409150



NIKON D90

Dimension: 132 x 103 x 77mm

Resolution: 12.3 Megapixels

Digital Zoom: No

Rs.
120,000



SAMSUNG PL 90

Dimension: 97.8x57x17.9mm

Resolution: 12.2 Megapixels

Digital Zoom: 4x

Rs.
13,900/-



SAMSUNG ST 600

Dimension: 104 x 60 x 20mm

Resolution: 14.2 Megapixels

Digital Zoom: 5x

Rs.
25,900/-

CANON

Model	Price
G11	41000
S90	33000
SX 210IS	33000
A 3100IS	14500
A 495	10000
A 490	10000
IXUS 210	33000
IXUS 200IS	24000
IXUS 120IS	19000
IXUS 130	24000

NIKON

Model	Price
L21	8500
L22	10500
L110	24500
S3000	13900
S4000	17500
S70	26500
S6000	27500
S8000	32900
S1000PJ	35500
P100	38900
S1100PJ	35000
P7000	45000
D90	120,000
D3100	63000

SAMSUNG

Model	Price
E570	10500
E525	8500
ST550	19500
PL100	14000

SONY

Model	Price
S1900	8800
S2100	11800
W330	17000
W350	17100
W360	20200
W370	21300
W380	22100
W390	23500
W530	13500
W550	14300
W570	17600
W580	19000
TX1	28600
TX5	33500
H55	26000
HX5	32400
HX1	43200
TX9	36500
NEX5K	70200
WX5	30800



OLYMPUS SP-800 UZ

Dimension: 110 x 90 x 91mm
Resolution: 14 Megapixels
Digital Zoom: 5x

Rs.
33,900/-



OLYMPUS U9010

Dimension: 3.69 x 2.27 x 1.22
Resolution: 14 Megapixels
Digital Zoom: 5x

Rs.
29,900/-

PANASONIC

Model	Price
FS62	15500
FS4	11500
FS42	14500
LS85	10500
FZ28	28000
FP1	19500
FP8	16000
ZR1	22000
FX180	24000



SONY W530

Dimension: 93 x 53 x 19mm
Resolution: 14.1 Megapixels
Digital Zoom: 4x

Rs.
13,500/-

FUJIFILM

Model	Price
AV130	8900
AX250	9900
JV100	10900
JX250	12900
XP10	16000
Z700	18000
S1600	21000
HS10	44000

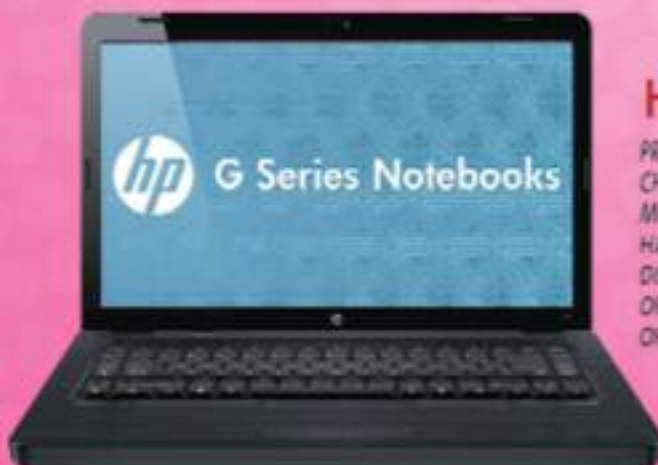


PANASONIC LUMIX DMC-FX180

Dimension: 96.7 x 54 x 24.8 mm
Resolution: 14.7 megapixels
Digital Zoom: 4x

Rs.
24,000/-

Note: Prices serve as a reference only, they may be different in actual.



HP G62-363TU

PROCESSOR: INTEL CORE I5 460 2.53GHZ WITH Turbo Boost upto 2.8GHZ
CHIPSET: MOBILE INTEL 5 SERIES EXPRESS CHIPSET
MEMORY: 2048MB DDR3
HARD DRIVE: 500GB SATA HARD DRIVE 5400rpm
DISPLAY: 15.6" HD 1366 x 768 PIXEL RESOLUTION
OPTICAL DRIVE: DVD±R/RW WITH DOUBLE LAYER SUPPORT
OPERATING SYSTEM: DOS

Rs.
54,000/-

Note: Prices serve as a reference only, they may be different in actual.



EVGA GEFORCE GTX 465

NVIDIA 3D Vision Surround NVIDIA Pure Video HD technology
PCI Express 2.0 support Two dual-link DVI-I connectors
Dual-link HDCP-Capable Microsoft Windows 7 Support
OpenGL 4.0 Support One mini-HDMI 1.4 connector

Rs.
28,500/-



HP G4010 FLATBED PHOTO SCANNER

Dimensions: 11.93 x 20 x 3.86 in
Power consumption: 25 watts maximum
Scan size, maximum: 8.5 x 12.3 in
Scan resolution: Up to 4800 dpi
Scan speed: Up to 8.5 sec

Rs.
13,900/-



VIEW SONIC VX-2250WM-LED 22" BLACK WIDESCREEN

Dimension: 20.5 x 7.5 x 15.9 x 7.5mm
Power Consumption: 26 Watt Resolution: 1920 x 1080
Backlight Life: 25,000 hour(s)
Voltage Required: AC 120/230 V

Rs.
21,000/-



HP PHOTOSMART C4680 4 IN 1 PRINTER+SCANNER+COPIER

Dimension: 441.8 x 607.6 x 394.7 mm
Resolution: Up to 1200 dpi
Standard Memory: 64 MB
Power consumption (active): 20 watts

Rs.
10,400/-

PRINTERS

Model	Price
CANON PIXMA MP145	5000
CANON PIXMA MX308	8850
CANON MX-328	9800
CANON LBP2900	12200
CANON LBP3050	13200
CANON LBP3150	13500
CANON PIXMA IP100	17200
CANON LBP5000	26500
DELL 1130N	11000
DELL 2330D	24300
DELL 1320C	30500
DELL 2330DN	36500
EPSON LQ300	15500
HP DESKJET J4580	8500
HP OFFICEJET F2410	4200
HP OFFICEJET J3680	7300
HP OFFICEJET J4680	10400
SAMSUNG ML-2240	9300
SAMSUNG SCX-4300	17300
SAMSUNG SCX-4600	19000
SAMSUNG ML-2580N	22300
SAMSUNG SCX-4521F	22500
SAGEM MF5401	17000

LCD AND MONITOR

Model	Price
ACER V193HQVB	9350
ACER G195HQVB	10200
ASUS VH162DE	8600
ASUS VH192DE	10300
DELL E1709W	10400
DELL E1910H	10700
LG W1943SS	10600
FUJITSU L1-3200T	12000
FUJITSU SL-3220W	17000
SAMSUNG E1920X	13000
SAMSUNG BX2031	13500
SAMSUNG B1930N	10700
SAMSUNG 2333T	18000
SAMSUNG P2250	22200
SAMSUNG B2230HN	27000
VIEWSONIC VX1913WM	11400
VIEWSONIC VA1931WMA	10750
VIEW SONIC VX1937WM	12800
VIEW SONIC VX2232WM	17200
VIEW SONIC VX2237WM	18300
VIEWSONIC VX2255WMB	21000

GRAPHIC CARD

Model	Price	Model	Price	Model	Price
Gloria PCX 300 Series		NVIDIA GT 240 INNO3D-1024MB 128 Bits DOR5	8500	Radeon PCX 5000 Series	
NVIDIA GTX 580 EVGA-1536MB 384 Bits DOR5	56000	NVIDIA GT 220 INNO3D-1024MB 128 Bits DOR2	6200	ATI HD 5870 HIS-1024MB 256 Bits DOR5	32000
NVIDIA GTX 570 EVGA-1280MB 320 Bits DOR5	37000	Gloria PCX 900 Series		ATI HD 5850 XFX-1024MB 256 Bits DOR5	21500
G Force PCX 400 Series		NVIDIA 9800GT INNO3D-1024MB 256 Bits DOR3	9500	ATI HD 5770 XFX-1024MB 128 Bits DOR5	15800
NVIDIA GTX 480 EVGA-1536MB 384 Bits DOR5	44000	NVIDIA 9500GT INNO3D-1024MB 128 Bits DOR2	5700	ATI HD 5670 HIS-1024MB 128 Bits DOR5	9500
NVIDIA GTX 470 EVGA-1280MB 320 Bits DOR5	30000	Radeon PCX 6000 Series		Radeon PCX 4000 Series	
NVIDIA GTX 465 EVGA-1024MB 256 Bits DOR5	24000	ATI HD 6970 HIS-2048MB 256 Bits DOR5	41500	ATI HD 4870 XFX-1024MB 256 Bits DOR5	12000
NVIDIA GTX 460 EVGA-1024MB 256 Bits DOR5	20000	ATI HD 6850 HIS-2048MB 256 Bits DOR5	30000	ATI HD 4670 XFX-1024MB 128 Bits DOR2	5750
Gloria PCX 200 Series		ATI HD 6870 XFX-1024MB 256 Bits DOR5	23000	ATI HD 4650 XFX-512MB 64 Bits DOR2	4500
NVIDIA GTS 250 INNO3D-1024MB 256 Bits DOR3	11000	ATI HD 6850 HIS-1024MB 256 Bits DOR5	18500	ATI HD 4850 XFX-512MB 256 Bits DOR5	9600
				ATI HD 4550 XFX-1024MB 64 Bits DOR2	4800

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 - ▶ Storage On-Demand
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 - ▶ Unified Communications
 - ▶ Video Conferencing
 - ▶ SaaS (Software as a Service), CRM, ERP



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